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# Marketing Activities

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## WHAT'S THE MATTER WITH ENRICHED FLOUR?

. . . . . By Hugh V. Robinson

Nutritionists agree that enriched flour--the kind that contains specified quantities of iron, thiamin, and niacin--is a food that makes for better health. And not so long ago it looked as if enriched flour would almost completely drive the ordinary, de-vitaminized product from the market. Now, the Agricultural Marketing Administration is not so sure about that.

A study made by the AMA earlier this year indicates that enriched white flour is stocked by virtually every grocer in the metropolitan areas of the West and Midwest and probably in the smaller towns as well. In the Northeast about 90 percent of the stores apparently stock it. In the South only 75 percent of the urban stores handle enriched flour and the situation is probably less favorable in rural areas.

### Sales Disappointing

But let's forget about the number of stores stocking the enriched flour and look at sales. Retailers' estimates in the West, Midwest, and Northeast indicate that enriched flour sales vary from 50 to 75 percent of total sales--not so good in view of earlier hopes. And in the South only 34 percent of total sales are of the enriched flour--not a bit good.

That the country is lagging so far behind in this campaign for better nutrition cannot be attributed to the difference in cost. Estimates indicate that it costs millers an average of about 25 cents a barrel to enrich the flour, and there are indications that this cost has declined considerably in the last year and a half.

Many grocers deny any spread at all in retail prices of the two types provided they are of the same quality. It has been indicated that apparent differentials are due, in many instances, only to the fact that the better quality flours are enriched.

A better clue to the reason the program is not going over as well as expected is provided by excerpts from reports of the AMA investigators. These run somewhat as follows:

"Phoenix millers report very slow public reaction...Los Angeles millers and retailers believe the public is still confused on the subject. . . Two stores mentioned that some customers believed enriched flour contained nicotine and were therefore prejudiced against it...Neither of two Chinese grocers had ever heard of enriched flour although both stocked it. . . Chain stores report a decline in specific mention of enriched flour by customers. . . A few customers believe enrichment poisons the flour. . . About half of all stores advertised enriched flour but not extensively. . . Some say it is not suitable for baking."

Part o f these attitudes trace to the public's lack of information on the nutritional value of enriched flour, part to the natural disinclination of individuals to change their purchasing habits, and part to the indifference of scme retailers toward the enriched product.

Whatever the cause, the combined efforts of governmental and trade agencies, processors, retailers, and nutritionists must be directed toward bringing about a greater consumption of enriched flour. It is one program through which we have everything to gain and nothing to lose.

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#### PERMIT PLAN WORKED OUT TO HANDLE HOG MARKETINGS

Farmers produced a bumper crop of hogs this year and the Department of Agriculture wants those hogs to march to market in orderly fashion. If they begin to pile into Chicago, Omaha, Kansas City, and other meat-packing centers faster than they can be absorbed, the Department has a "permit plan" ready to put into effect.

Under the plan committees at the major hog markets have been organized, and farmers would make written requests to the committees for permits, the requests showing how many hogs the farmers want to ship, when they want to ship, and where they want to ship. The committees issuing the permits would include a representative of the Department of Agriculture and representatives of marketing agencies and meat packers. At the beginning, an embargo on marketings might be needed.

The Agricultural Marketing Administration, which will administer the program, will furnish a special market news service in the Corn Belt during the period of peak hog marketings to keep farmers informed of hog supplies at individual markets in relation to handling facilities.

In announcing the permit plan on November 14, Secretary Wickard said, "This year's pig crop, the largest on record, will provide more hogs for market in December and January than meat packers ever have handled before. The permit plan will assure farmers that they can market their large hog numbers in an orderly manner and thus prevent wasteful market gluts."

The big movement of hogs during December and January, however, will not provide consumers all the meat they want to buy. High consumer buying power, large military requirements, and the needs of our Allies make voluntary sharing of the "red" meats just as necessary as ever. In other words, the big hog crop has already been taken into account.

The Department of Agriculture gets its authority for setting up the permit system from a War Production Board directive issued October 20. The system will be set up wherever market gluts develop.



## YOUR KITCHEN FATS -- WHAT THEY MEAN

By Robert M. Walsh

Bureau of Agricultural Economics

Mrs. Pulaski knows that waste kitchen fats are needed for explosives and she is turning these by-products of her cooking over to the salvage officials. She has two sisters in Poland, but she hasn't heard from them in many months--not since the Germans marched in--so the fat salvage campaign has special significance for her. As she watches the tallow drip from a broiling steak or the grease swim from frying bacon, she feels that she is helping the war effort, if only in a small way.

The aggregate effort of millions of housewives, however, is not small, for thousands of tons of these waste kitchen fats will be converted into military explosives. Other thousands of tons will be used in the manufacture of paints, enamels, plastics, insulation, synthetic rubber--all war products. But the most important use for fats and oils, as always, will be their everyday use in our daily diets.

### Source of Body Energy

We all know that fat is an important source of energy and that it contributes flavor and a satisfying quality to the diet not obtained from other food constituents. What we all don't know, perhaps, is that pure fat, weight for weight, has more than twice the fuel value of the other organic food groups--carbohydrate and protein. Thus the use of fat tends to decrease the amount of food required to supply caloric needs. The feeling of satisfaction associated with fat-containing foods is due to the comparative slowness of absorption of fats--to their "sticking-to-the-ribs" quality.

Fat-hungry Germans in the invasion of Denmark and the Netherlands are reported to have raided retail shops, with "made-in-Berlin money," to gorge on butter. Without fat, a great and oftentimes distressing bulk of food is required to furnish energy for active individuals.

In describing recent research with small animals, the Bureau of Home Economics reports that fat does more than serve as a source of calories in human nutrition. It is necessary for its own sake, performing certain functions essential to health and well-being. For one thing, it can be an excellent carrier of vitamins. Four of the vitamins, A, D, E, and K, are soluble in fat, and some of the fats included in a good diet are important sources of these vitamins. Butter and butterfat are well-known sources of Vitamin A, and a great deal of the margarine now being sold at retail is fortified with Vitamin A. Fish-liver oils are rich in Vitamins A and D. Wheat germ oil contains Vitamin E.

For another thing, certain fats and oils contain fatty acids now

known to be essential to growth. It was discovered several years ago that when fat was entirely absent from the diet of rats, they developed a characteristic disorder, among the symptoms of which were failure to grow and the appearance of scaly feet. It has been shown that this could be prevented or cured by including in the diet a certain unsaturated fatty acid--linoleic--present in most unhardened vegetable oils and in lard. Lately it has been shown that another fatty acid--arachidonic--is equally if not more effective in promoting growth.

There are many individual differences in tastes for fats--and many national differences, too. In Southern Europe the diet is incomplete without olive oil for cooking. In Eastern Europe unbleached and undeodorized vegetable oils are widely used, not only for cooking, but in sauces and as a spread for bread. Sunflower oil and linseed oil, frequently spiced with onion or garlic, are popular in Russia and Poland. In Northwestern Europe, as in the United States, the natural flavors of butter and lard are most in demand. Partly refined soybean oil has a piquant flavor greatly appreciated by the Chinese. Immigrants bring their diverse tastes for fats and oils to this country, though the war is making it more difficult for them to obtain the products they were accustomed to in their native lands.

#### Versatile Substances

Fats and oils are versatile substances. Take cottonseed oil, for example. From the crushing mill, it goes to the refinery. There it is treated with caustic soda to remove free fatty acid--thus neutralizing the oil. If it is to be used for food, it is bleached with fuller's earth and deodorized with steam. With solid fractions settled out by chilling or "winterizing," it is ready for use as a salad oil.

In the manufacture of shortening, margarine, and soap, the solid particles are allowed to remain, and new ones are added to harden the oil into a solid fat. This is accomplished by passing hydrogen through the heated oil in the presence of a catalyst, usually nickel. "Unsaturated" fatty acids in the oil pick up the hydrogen and are converted to "saturated" solid acids, such as stearic acid. The oil may be hardened to a soft, solid consistency or to a hard brittleness, depending on how it is to be used. The hardened oil then may be mixed with liquid oils to make shortening, mixed with powdered sugar for confectionery, emulsified in milk for margarine, or even "saponified" with caustic soda to make soap, with glycerin released as a by-product. Incidentally, Mrs. Pulaski's waste kitchen fats are in the inedible class and are made into soap--it is the glycerin that is used in explosives, not the fats themselves.

Take soybean oil. Like cottonseed oil it is used extensively for food purposes; but soybean oil has a higher proportion of unsaturated acids and hence is also suited to drying or paint-making purposes. A good paint oil hardens rapidly when spread in a thin film and exposed to air. Linseed oil or tung oil perform well in this respect--soybean oil indifferently. But soybean oil does not turn yellow with age, as does



linseed oil; hence soybean oil is widely used in interior enamels. Moreover, by the use of solvents or selective distillation, saturated and unsaturated fractions of soybean oil may be separated. The unsaturated fractions possess many of the qualities of linseed oil, with others in addition. The saturated fractions are well-suited for food uses.

What do these things mean in terms of nutrition and war uses? Simply this: A shortage of one oil or fat can, in general, be made good by the substitution of other oils or fats. Thus a shortage of tung oil for military varnishes and enamels is now being met by the use of various blends of dehydrated castor oil, soybean oil, fish oil, and linseed oil--in original or in fractionated form. Shortening and margarine for use in the tropics are made extra hard by hydrogenation. Confectionery, cracker sprays, and fillers, formerly employing coconut oil--a solid fat in temperate climates--are now being made (and well made, too) with the use of hardened peanut oil. Salads used to be incomplete without an olive oil dressing. But now corn oil, peanut oil, or cottonseed oil serves equally well, and people are learning to adjust their tastes. So it goes.

### Shortages

Shortages have been mentioned. These consist mainly of items formerly imported in quantity from North Europe (vitamin-rich fish-liver oils), the Mediterranean region (olive oil), the Philippines (coconut oil), the Dutch East Indies and Malaya (palm oil), and China (tung oil). In total, our lost imports represent about a billion pounds of fat annually--about a tenth of our normal supply. Another billion pounds, perhaps more, is lost in the sense that it will be exported to our Allies under the Lend-Lease Act, in addition to exports to Canada and Latin America.

Fortunately our production of fats and oils this crop year is over 2 billion pounds larger than last year. Unusually good weather was partly responsible for the remarkable increase in domestic production and we can't depend on such weather in 1943. Nor can we count fully on a continuation of imports from South America, West Africa, the South Seas, and Ceylon--or on the demands of our Allies for American fats and oils remaining at levels that are moderate indeed. For these reasons, the Foods Requirements Committee has decided to create contingency reserve supplies of fats totaling about a billion and a half pounds in addition to normal factory stocks of about 2 billion pounds. This reserve will be built up within the next 10 to 12 months. Consumers may be required to get along with less fat than they would like; but the sacrifice will be in a good cause--the insurance of adequate supplies for our armed forces and our Allies.

Here's a word to housewives: Fats you save are good for several purposes in your regular cooking routine. You can use them for frying, seasoning, and, in some cases, for baking. It is good home economy--and real cooperation with the war effort--to turn over to the salvage campaign only those fats that can't be used in the kitchen.

## AMA ORDERS FIRST DEHYDRATED PORK FOR OVERSEAS SHIPMENT

Overseas Allies of the United States are due to get their first taste of dehydrated pork. The Agricultural Marketing Administration has awarded a contract to a Midwest meat packer for approximately 110,000 pounds of the new product. The pork is to be processed and delivered within the next few weeks.

Dehydrated pork, which never has been on the commercial market, is made of pre-cooked, fresh, extremely lean meat. Granular in texture, its color is similar to brown sugar. Dehydrated pork has about one-third the volume of the original boneless meat and weighs about one-fourth as much. Large-scale drying and dehydration of other farm products for Lend-Lease shipment--such as dairy products, vegetables, fruits, and eggs--already have saved thousands of tons of shipping space in getting urgently needed food products to the United Nations.

Experimental work on the dehydration of meat, by the Department's Agricultural Research Administration, began in February 1942. At the outset pork offered a more puzzling problem than beef, because of the nature of its fat. However, this problem now has been solved by utilizing only the leanest cuts.

Modern processes of dehydration scientifically remove water from fresh meat at low cooking and drying temperatures that retain a maximum of essential food elements, such as minerals and vitamins. As far as is known, the body-building proteins are no more affected than they would be in normal cooking procedures. Mineral elements are retained in the product because they are stable and are not discarded in juices or broths.

In preparing dehydrated meat for consumption, the product first must be reconstituted by soaking for a time in water. It then is boiled vigorously for 10 minutes and simmered for 20 minutes more. Subsequent cooking depends on the type of dish desired. Meat ground in relatively small pieces can be made into stews and meat pie; the more finely ground product is suitable for meat loaf, meat cakes, hash, and soup. Many of these dishes cannot be distinguished from those made of fresh meat.

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## GRAPEFRUIT, TANGERINES LISTED AS VICTORY FOOD SPECIALS IN DECEMBER

Fresh grapefruit and tangerines will be featured on retail counters as Victory Food Specials December 3 through December 12, when this year's bumper crop is expected to reach its first market peak. These two fruits, and also fresh oranges, will be featured again during the period January 7 through January 16.



## STAMPING OUT TH STAMP RACKETS

By Esther Osser

You would take him for anything but a detective. He's short and swarthy, past 50, and gives the general impression of being a citizen who is all too familiar with the seamy side of life. In fact, Anthony J. Senes looks more like a second-story man or a reincarnated pirate than a special agent for the Agricultural Marketing Administration. But when it comes to tracking down racketeers trying to pull a fast one on Uncle Sam, Senes is your man. Some 30 food stamp "jockeys" can testify to that.

One case in wholesale and illegal dealing in food stamps was brought to light when too many stamps began coming in from the Harlem area in New York City. Department of Agriculture officials suspected that a number of grocers were obtaining the stamps fraudulently, but suspicion alone, even when well-founded, is not enough to convict a man in court. So they sent the trustworthy but shifty looking Senes to the scene for under-cover operations.

### Alias J. J. Russell

Posing as J. J. Russell, a WPA foreman on Long Island, Senes soon succeeded in getting in touch with a number of "cooperative" grocers. He was assisted by a character whom police would call an informant, but who would be referred to in racket circles as a stool pigeon. Department and police officials think it best for the stool pigeon to remain anonymous. Some of his old friends are more than a little irritated at him and already he has had to move from his previous haunts.

Senes told the Harlem grocers a good story. He told them that, as a WPA foreman, he had intimidated his men to such an extent that they had agreed to turn their food stamp authorizations over to him. He told the grocers that he, as purchasing agent, was easily able to convert the authorizations into food stamps. All he needed, Senes said, was the co-operation of some broad-minded grocers in order to turn the stamps into cash. It was a deal, he pointed out, that would be profitable to all concerned. He didn't add that it would be profitable to everybody but the U. S. Government.

The profit in a swindle of this sort lies in the amount of blue or free stamps obtained. The ration in most sections of the country is 2 to 1. Thus, if Senes were to get authorizations for \$150 worth of orange stamps, he would get \$75 worth of blue stamps free. These he would turn over to the "cooperating" grocer, who would turn them in at a bank for cash. Senes and the grocer would whack up the proceeds.

Senes was a careful and experienced operative and he played "hard to get" at the beginning. When he met Castro or Rodriguez or Santiago in an apartment or a dingy little cafe, he pretended to doubt that they could



dispose of the large quantities of stamps he, Senes, proposed to turn in--that is, he pretended to doubt that the stamps could be turned in without arousing suspicion. This led to swaggering boasts about the huge amounts that already had been turned in to the Government without anybody being the wiser.

### Risky Job

Senes' job had quite a bit of risk to it. One day, he learned that the grocers intended to visit him at his work to make sure that everything was in order. He hailed a cab, raced out to Long Island, and when the visiting delegation arrived, Senes, in working clothes, was shoveling out dirt and looking quite in character. He pretended to be furious at the investigation and told the grocers not to repeat the visit because it might arouse suspicion. As the stamps and the money continued to roll in, the grocers were satisfied with this explanation.

Senes was turning in \$200 to \$300 worth of stamps at a clip and dealt with not one or two grocers, but with 30. The stamps Senes delivered to them were made identifiable so that when they were turned in to the Government with the grocer's pledge that they had been exchanged for food, the grocer was caught with the goods still on the shelves. Today, all the dishonest grocers are either in jail or facing trial in New York City.

This is just one instance in which periodic and special investigations undertaken by the Agricultural Marketing Administration have turned up criminal violations of the law. Out of 106,727 cases investigated last year, 151 major criminal cases were brought to light.

Most of the investigations involved the Food Stamp Program, and ranged in character from comparatively simple investigations of retail stores to highly complicated investigations of various rackets in large urban centers. These rackets rapidly became extensive and, had they been allowed to continue, would have undermined the effectiveness of the Food Stamp Program.

### Stamp Subsidies

In the South, where a dollar's worth of blue stamps is issued for each dollar's worth of orange stamps, some grocers have been tempted to realize a quick profit by trafficking in Federal food stamps. The usual method is to subsidize very poor Negroes or others who are certified as eligible to receive aid under the Federal Food Stamp Program, but who haven't the money to buy the minimum amount of orange stamps. These people agree to turn over the stamps to the grocer who gives them the money, and the grocer not only makes money on the blue stamps, but frequently overcharges on the food items that he sells to his "customer" as his share of the transaction. Thus, if the grocer allots \$5 out of \$20 worth of stamps to George Washington Jones, and gives him food in trade

## LESS HONEY -- MORE MONEY

. . . By Harold Clay

If Isaac Watts were to ask today, "How doth the little busy bee improve each shining hour?" the answer would have to recognize the sad fact that many hours of the past season were not shining. In consequence, many billions of bees spent countless hours not improving their time, but, in effect, pacing back and forth in their hives, chewing their nails, and calling up the Weather Bureau for the latest forecasts.

Bees can't gather nectar by remote control, and more than 50 million pounds went unharvested while the bees were unwillingly idling the hours away. Instead of the record crop of 250 million pounds of honey that optimistic beekeepers had hoped for early in 1942, the September estimates revealed a crop of only 180 million pounds, or 23 percent below the 1941 output, though the number of colonies increased 10 percent in 1942. And prospects now suggest an even lower figure.

### Honey Prices Double in Year

But John Q. Beekeeper should be pleased with the prices he is now getting for his short crop, even though he may lament that a larger crop would have enabled him to lift the mortgage on the old homestead. Commercial beekeepers are now receiving an average of twice the price per pound they were being paid a year ago.

The upward spiraling of prices occurred early in the year. As ice cream manufacturers, soft drink bottlers, makers of chocolate sirup, and bakers who had previously bought little honey, saw their output dropping because of the sugar shortage, they turned to honey for sweetening. Competition boosted the price, but the higher prices didn't faze the new buyers, and honey stocks in beekeepers' hands approached the zero level. "Frenzied" and "chaotic" are examples of adjectives used by beekeepers in describing the condition of the honey market during the early months of 1942.

### WPB Steps In

Then the War Production Board stepped into the picture, stimulated by appeals from beekeepers and honey packers who "viewed with alarm" the uncontrolled upthrust of prices, and the possibility that little honey might be left for Madam Housewife. On March 26 a WPB allocation order sat vigorously on the use of honey by new so-called "industrial users," and even took away from them some of the stocks accumulated against the anticipated rainy day when sugar might be even more scarce. No limitations were placed on the purchase of honey by packers or on other means of placing honey in the home.

After 3 months, the WPB restrictions were loosened somewhat, and



previous users were allowed 120 percent of their 1941 utilization of honey. A manufacturer who developed a new honey graham cracker, Danish pastry, or honey chocolate sirup that he felt was so improved by the use of honey that he would agree to keep honey in the formula, even when sugar again became plentiful, was allowed a special quota.

As with many other food products, honey has had its price ceiling problems. Early in the year, members of the honey industry held conferences with the Office of Price Administration in an effort to have a ceiling established on honey. This was in marked contrast with most industries, the members of which were enthusiastic about rising price levels. No ceiling action materialized at the time, but extracted honey was included under the General Maximum Price Regulation that came out April 28.

### Special Ceiling Considered

More recently, OPA has been working on a special ceiling regulation for honey, but it has not yet been released. Comb honey has remained without the pale of any ceiling restrictions. Further, the hundreds of thousands of beekeepers who have only a few hives and who sell less than \$75 worth of honey a month, have not been affected by the General Maximum Price Regulation.

Although the housewife has had to pay more for honey than at any time in 20 years, she has bought it eagerly. One reason has been the wave of recipes calling for the use of honey in food products, recipes which have been appearing in the food columns and women's pages of countless magazines and newspapers all over the country. As a result, many a wife has surprised and delighted her husband at the evening meal with a new cake, pie, or batch of cookies, in which some or all of the sweetening has been honey.

This new interest in the use of honey in foods should result in additional outlets for honey of continued value to beekeepers. But the principal use for honey always will be on the table, as a spread for bread, biscuits, pancakes, and waffles, and as a sweetening for cereals, coffee, and iced tea.

If this were a woman's magazine, it would be a temptation to tell of the amazing results certain beauty shops on the West Coast are having with their honey facials. One establishment alone is reported to have bought over 60,000 pounds of honey a year for facials alone. If many other beauty establishments should copy the ideas of this firm, honey might find itself moving from the dining table to the dressing table.

During recent months there has been increasing realization that the most important role played by bees at this time is in the field of pollination. This country formerly imported millions of pounds of seed from Europe, but now it is shipping large quantities of seed across the



water. And it is certain that America will be looked to after the war to furnish seeds for many devastated countries.

Had you thought that the bee is the only insect effective in pollination whose population and movement can be controlled by man? The statement has frequently been made that the value of bees for pollination is more than 10 times the value of the honey and the beeswax they produce. And now that farm labor is so scarce, the role of bees in the production of seed places them among the essential agricultural workers in most sections of the country in which fruits, vegetables, and field crops are produced.

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#### FARM PRODUCT PRICES ARE 6 POINTS HIGHER

The index of prices received by farmers for their products rose 6 points from September 15 to October 15, the Bureau of Agricultural Economics reports, which put it at 169--30 points higher than a year earlier. The index of prices paid, interest, and taxes rose during the month to 154--13 points higher than a year earlier. The ratio of prices received to prices paid, interest, and taxes (parity) on October 15, 1942, was 110, compared with 99 in October 1941.

Indicative of the increased consumer demand for farm products is the sharp upturn in earnings of factory workers. In October 1941, the factory payroll per employed worker stood at 285 percent of the 1910-14 level. By September 1942--the latest date available--this index had moved up to 350. Greater consumer income, together with increased Lend-Lease buying and increased requirements for the military establishment have largely accounted for the 30-percent upturn in farm product prices over a year ago.

Prices received by growers for commercial truck crops, which are solely for domestic consumption, made the largest advance during the 12 months with an upturn of 65 points to 226 percent of the 1910-14 average. The miscellaneous group advanced 41 points to 185, with prices of tobacco, potatoes, peanuts, and flaxseed all making substantial increases. Fruit prices rose 27 points during the year to reach 134 in mid-October. Meat animal prices were up 46 points to 200. Prices of chickens and eggs rose 27 points to reach 173. Dairy product prices rose 20 points to 165. Grain prices increased 16 points, but on October 15 the grain index was 117 or lower than for any other group. Thus livestock-feed ratios are much more favorable now than a year ago. The butter-fat feed ratio on October 15 was 33.5, that is, one pound of butterfat was equivalent in value to 33.5 pounds of feed compared with 30.5 a year ago. The hog-corn ratio in mid-October was 18.2, up 2.6 from last year. The cotton and cottonseed index showed a smaller increase than other groups--a 14-point rise that brought the index to 158.

## COMMODITY BRANCHES TO HANDLE BUYING FOR AMA

In line with the program for concentrating further fixed responsibilities for specific functions, certain changes in the internal organization of the Agricultural Marketing Administration became effective on November 2.

Purchase functions were assigned for specific groups of commodities to the following branches: Fruit and Vegetable, Livestock, Dairy and Poultry, Cotton, Tobacco, and Grain, Feed and Seed. A Special Commodities Branch has been established for products not included in the other branches. Functions of the Custody and Disposition Division of the Purchase Branch are assigned to the Transportation and Warehousing Branch.

The commodity branches will have responsibility for the initiation, formulation, and execution of all purchase programs. They will issue purchase announcements, receive offers to sell, sign contracts, make inspection, and otherwise handle the duties formerly carried by the Purchase Branch.

At the same time, Roy F. Hendrickson, AMA Administrator, announced the appointment of H. C. Albin, formerly Chief of the Purchase Branch, as Chief of the Special Commodities Branch; Gordon Peyton, as Assistant Chief of this Branch; and Lawrence Hopkinson as Chief of the Fish Products Division of this Branch. The Special Commodities Branch will encompass purchase programs for the large number of commodities that do not fall under the other branches, including such items as the fish and fish products, vitamins, coffee, tea, sugar, vinegar, spices, and condiments.

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## TOBACCO INSPECTION SERVICE BEGINS ON NORTH CAROLINA AND VIRGINIA MARKETS

Free and mandatory tobacco inspection and market news service began November 10 on the Old Belt markets at Roxboro, Mebane, and Burlington, N. C., and Martinsville, Va., and on the Middle Belt market at Petersburg, Va. The inspection and market news services were opened in mid-season on these markets because markets in the eastern North Carolina district closed earlier than usual, releasing a number of tobacco inspectors for duty elsewhere.

The tobacco inspection and price reporting services have been expanded rapidly since passage of the Tobacco Inspection Act of 1935. The services have been or will be available during the present marketing season on all Burley, fire-cured, and dark air-cured markets, and on more than half of the 75 flue-cured markets. The services are aimed at improving the bargaining position of growers.



## NO SHORTAGE OF CRANBERRIES

. . . . . By Norman Kuhne

A pre-view of the holiday food situation shows lots of cranberries to go with this year's big turkey crop. And by lots we mean a crop of 785,000 barrels, more or less. That compares with the 1941 crop of 725,200 barrels and the 1930-39 average of 603,680 barrels.

In commenting on 1942 cranberry production, the Department of Agriculture's Crop Reporting Board had this to say, on November 1: "Growing conditions have been unusually favorable in Massachusetts, where berries are of good color and above average in size. New Jersey cranberries were practically all harvested by November 1. The Wisconsin crop is large. In Washington and Oregon, a considerable quantity of cranberries remain to be harvested at the end of October. More than the usual portion of the Nation's crop is moving to canners."

### Marsh Crop

The cranberry is a rather unusual crop, in that it grows on small vines in low moist areas called "bogs" or "marshes." The crop is not cultivated, though many of the production areas are drained, sanded, and flooded to protect the crop from frost damage or to facilitate picking. Some of the crop is still picked by hand, although the use of a rake-like picking device is the more common method.

Marketing and merchandising is handled largely through cooperative associations of growers, with the largest of these handling some 65 percent of the total output of the United States.

Home economists have already worked out a recipe so that you can have your cranberry sauce without using up your sugar ration. Instead of the old formula of two cups of sugar for one pound of berries, the new recipe substitutes a cup of corn sirup or mild honey for one of the cups of sugar.

It probably will be a good idea to save your recipes for cranberry cookery. Next year there is expected to be little in the way of cranberry canning--at least by commercial canneries. During the current season the pack, in glass and in tin, is expected to total about 2,500,000 cases--slightly greater than the pack of last season.

At the present time the industry is reported to be at work on a dehydrated product that has shown promise in the experimental stages. The goal is a product which when mixed with water, will be a good cranberry sauce.

Massachusetts leads in production this year, followed by New Jersey, Wisconsin, Washington, and Oregon.



AMA TO BUY DRY BEANS AT  
90 PERCENT OF PARITY

Under its 1942 support program for six commercial classes of dry edible beans, the U. S. Department of Agriculture will purchase at levels equivalent to 90 percent of parity. This is in accordance with provisions of the price stabilization legislation of October 2.

The AMA will buy, on an offer and acceptance basis, designated commercial classes of dry beans in quantities necessary to support the market at a level of \$5.35 per hundred pounds for U. S. No. 1 grade and \$5.20 per hundred pounds for U. S. No. 2 grade in bags, carlots, f.o.b. cars at country shipping points. The six designated classes are: Great Northern, Pea, Medium White, Pink, Pinto, and Small White. These are the classes for which the Department requested increased production in 1942.

In addition to the six commercial classes included under this price support program, the AMA will consider offers for the sale of the following classes of dry beans: Light Red Kidney, Dark Red Kidney, Western Red Kidney, Small Red, and Cranberry. These classes are not included under the 1942 support program.

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BAGGED "EXCESS" PEANUTS  
TO BRING \$2 PER TON MORE

Producers who deliver "excess" peanuts in bags under the 1942-43 peanut marketing program conducted by the Agricultural Marketing Administration and Commodity Credit Corporation will receive \$2 per ton more than for "excess" peanuts delivered in bulk. Excess peanuts are those marketed in excess of farm marketing quotas and are being produced mostly for oil. A large part of these peanuts are being grown on new acreages and frequently must be marketed in bags.

No extra payment for bagged "quota" peanuts will be made since these are grown largely on acreages normally devoted to peanuts and where sales methods and handling and storage practices are established.

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The tobacco market at Richmond, Va., has been designated for the free and mandatory inspection and market news service of the AMA. Action was taken under Section 5 of the Tobacco Inspection Act, and follows approval of a majority of growers selling tobacco on the Richmond market who voted in a referendum held during the period October 8 to 10, inclusive. In this referendum, more than 75 percent of the growers voting favored designation of the Richmond market for the inspection and market news services.

## HOW TO STRETCH A POUND

. . . . . By Alice Nichols

The essential item on America's breakfast table owes its existence to an Arabian goat. At least, that's the way the legend goes. But now--and this is no legend--that item is going to be scarcer for awhile.

To get back to the goat, it seems--long before the world had ever heard of the United States--that an Arabian shepherd noticed one of his goats was kicking up quite a fuss. His curiosity aroused, he investigated and found that the goat was chewing on the berries of a wild shrub. He picked some of the berries, took them to a neighboring monastery, and told the abbot what he had seen. The abbot gathered some of the berries, made a brew of them and tried it out on his monks, who had become rather dull and melancholy. Well, the monks were pepped up no end and this brew became part of their regular diet from then on. The brew was coffee.

Wherever the coffee drinking habit originated, it is a fact that the United States contains the largest number of addicts, and consumes the largest quantity of coffee. Our consumption went from 1,400,000,000 pounds in 1937 to 1,700,000,000 pounds in 1941. Some of the increase was due, of course, to an increase in population and some to an increased use of the commodity. Coffee drinkers in the 1937-41 period used an average of 21 pounds each per year.

### Rationing

But it's going to be different now. The individual ration beginning November 28 is 1 pound for 5 weeks, which works out at the rate of 10.4 pounds per year. Adding the amount of coffee consumed by the public through restaurants and other institutions, the average American coffee drinker, under rationing, will use about 13 pounds per year. The ration, of course, may be changed from time to time to meet varying conditions of supply. Restaurants and other institutions consume about one-fifth of all the coffee sold in the country, and the Office of Price Administration plans to apply about the same reduction to them as to the individual under rationing.

Blame the Axis for the cut in your coffee supplies. Lack of shipping cut off a large part of our imports from Central and South America this year, and great quantities of coffee had to go to the armed forces. This left less available for consumption by our civilian population. Then, when the coffee shortage became apparent to the public, many persons began hoarding it. This meant that many others had difficulty in buying any coffee at all. The joke may be on the hoarders, at that. Coffee begins to deteriorate as soon as it is ground, and some of those people who have accumulated 30 or 40 pounds of coffee are in for a big surprise.

As to the actual mechanics of rationing, the OPA says that consumers



will get their first coffee ration by surrendering the last stamp of their War Rationing Book No. 1--the book now used for sugar rations. Subsequent rations of coffee will be on coupons taken in sequence so on toward the center of the book. Specifically the stamp numbers are 28 down to 19. No book on which the age of the holder is stated at 14 years or younger will be valid for the coffee ration. Use of the book for sugar will continue as in the past.

Although the amount of coffee available for the consumer has been cut 38 percent, extreme care in the use of this ration of coffee can lighten the restriction considerably, OPA says. Most people use more coffee than is necessary to obtain the amount they actually drink, OPA studies show.

### Making Coffee

According to OPA, here are some of the things that can be done in the home to make coffee go further and still have coffee of good quality:

1. Use fresh coffee. Buy less each time, and more frequently. (Hcarders please note).
2. Keep your coffee in a tightly covered container.
3. Keep your coffee in the refrigerator or some other cool place. It deteriorates less rapidly when cool.
4. Keep your coffee pot immaculately clean.
5. Have your coffee ground as fine as possible for the pot you intend to use. Finely ground coffee goes further than coarsely ground coffee.
6. Use accurate measurements instead of "heaping tablespoons."
7. Don't boil coffee, unless you use the cold water method that just brings it to a boil.
8. Serve the coffee as soon as it's made.
9. Make only the exact amount you want to use. Left-over coffee is wasted coffee, though it can be stored in the refrigerator for use as flavoring. For those rare people who like it that way, it can be warmed up again.

Coffee rationing has hit the country like a minor thunderbolt. But let's look at the record. In 1938, Americans were consuming about 50 percent of all the coffee shipped from producing countries. But this year--even with rationing--we'll consume over 80 percent. We won't have as much coffee, but we'll still have coffee.



## USDA ANNOUNCES REVISIONS IN TURKEY GRADES, STANDARDS

Tentative grades and standards for dressed turkeys, used by the Agricultural Marketing Administration in official grading, have been modified slightly so as to conform with the Office of Price Administration system of grading and marketing made necessary by the establishment of permanent price ceilings on turkeys.

Grading of turkeys has been conducted by the Department since 1932, with revisions from time to time to conform to changes in slaughter and marketing practices. The new changes have been made largely to clarify and simplify official grading and to avoid confusing consumers who purchase turkeys bearing either AMA or OPA grade symbols.

Three major grade classifications will be used by the AMA and OPA for dressed turkeys. These grades and the symbols are:

AMA		OPA	
<u>Grade</u>	<u>Symbol</u>		<u>Symbol</u>
U. S. Prime or	U. S. Grade A	Equivalent to	Grade A
U. S. Choice or	U. S. Grade B	"	Grade B
U. S. Commercial or	U. S. Grade C	"	Grade C

Permanent price ceilings were established for turkeys by OPA on November 7 on the basis of the three OPA grades designated above. Although no provision was made by OPA for turkeys grading above U. S. Prime, the AMA will continue to designate such turkeys as U. S. Special, or U. S. Grade AA, but which under OPA grading will be classified as Grade A.

Turkeys may be labeled or marked on packages or individually marked as Grade A, B, or C, when grading has been done on the responsibility of the person or concern packaging or marketing the turkeys. The initials "U. S." in connection with grade designations can be used only when turkeys have been graded by an official grader authorized by the U. S. Department of Agriculture.

With the permanent price ceilings favorable to continued heavy production of turkeys, the Department is urging turkey growers throughout the Nation to save adequate supplies of breeding stock for next year. Turkeys, it is explained, are likely to be a more important part of total meat supplies next year in view of the prospective heavier demands for meats. The permanent ceilings are based on three Federal grades and three size groups.

The price ceilings for turkeys set by OPA should reflect a farm price to producers for live turkeys of about 25 cents a pound for the country as a whole, Department of Agriculture economists estimate. The average farm price for live turkeys on October 15 was 23.9 cents per pound, compared with 18.8 cents a year earlier.

## ORDER CALLS FOR 90 PERCENT SPRAY DRIED SKIM FOR WAR USES

The Department of Agriculture has issued an order, effective November 5, which directs manufacturers of spray process dried skim milk to set aside each month 90 percent of their production for direct war uses. The conservation order (DA-1) was issued following a directive from Donald M. Nelson, Chairman of the War Production Board, delegating to Secretary of Agriculture Wickard his authority to set aside dried milk for the armed forces and for Lend-Lease.

After a study of the production rate, which is estimated to be about 300 million pounds a year, and war requirements, the Foods Requirements Committee has determined that at least 90 percent of the spray process dried skim milk is needed for direct war uses. The order does not apply to stocks on hand in manufacturers' plants or at other points.

Actual administration of the order is being carried out by the Agricultural Marketing Administration, which buys all food for Lend-Lease shipment. To date, offers of spray dried skim milk from the industry and AMA purchases have been lagging behind Lend-Lease requirements which are by far the largest of the governmental war requirements for this product. Spray process skim, because it reconstitutes readily, is urgently needed by the United Nations for drinking purposes. The roller process dried skim milk, of which the AMA has a substantial inventory on hand, is used primarily for cooking purposes.

The armed forces will continue to have first call on the supply and will buy dried milk from the industry through their various purchasing units. These purchases, as well as other purchases by designated Government agencies, will be included in the 90 percent reserve.

A firm operating more than one plant with spray equipment used wholly or partly for drying skim milk need only set aside 90 percent of the combined output without respect to where it was produced. Likewise, a bona fide sales agency may elect to represent all its member units. Thus, an individual plant, which is a part of a larger organization, need not necessarily fall within the requirements.

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The new types of canned soups that are beginning to appear on grocers' shelves are higher in food value than the old-style soups, OPA says. Although the same dry solid ingredients go into each can, the housewife is getting more of them. Here's the story: Last spring, WPB directed that condensed soups contain more dry solids--to save tin. Later, OPA worked out special ceiling prices based on the higher cost of making the new soups and the higher cost to the storekeeper. The price increase was the only way to make sure that people would be able to buy canned soups at all. The new soups cost more but they are better.



-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from the Agricultural Marketing Administration:

The Challenge of Underemployment on Farms (Address) . . . By  
Claude R. Wickard

Meat, Weapon of War (Address) . . . By Claude R. Wickard

Notes on a Field Trip (Radio Talk) . . . By Claude R. Wickard

Our National Food Supply (Address) . . . By Roy F. Hendrickson

Objectives of Marketing during Wartime (Address) . . . By Roy  
F. Hendrickson

Food in the Present Emergency (Address) . . . By Arthur C.  
Bartlett

The Need for Conservation Order on Dry Skim Milk (Address) . . .  
By Tom G. Stitts

Domestic Food Distribution Programs of the Agricultural Mar-  
keting Administration (Address) . . . By Charles F. Kunkel

Market Classes and Grades of Livestock (Revised) . . . By L. B.  
Burk and C. V. Whalin

Adequacy of Refrigerated Storage Space for Apples . . . By  
Joseph F. Herrick, Jr.

Developments in Cotton Standardization and Related Services

Tentative U. S. Standards for Grades for Live Poultry

Marketing Georgia Peaches, 1942 Season

Marketing Florida Citrus, 1941-42 Season-

Marketing Northwest Pears, 1941-42 Season

From the Florida State Marketing Bureau:

Annual Fruit and Vegetable Report, 1941-42 Season (Also General  
Crop Statistics) . . . By Frank H. Scruggs

